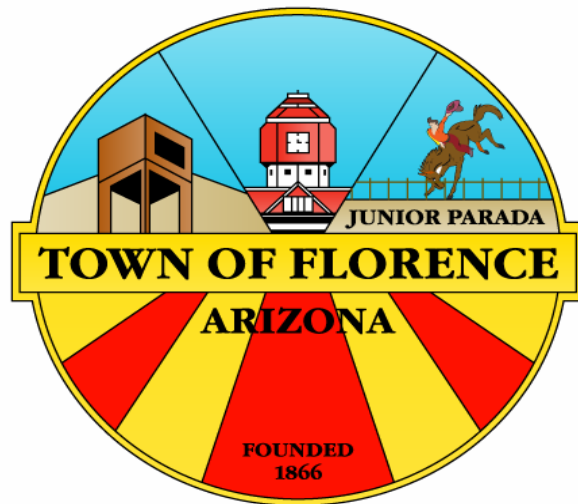


# 2010 Town of Florence Citizen Survey Results



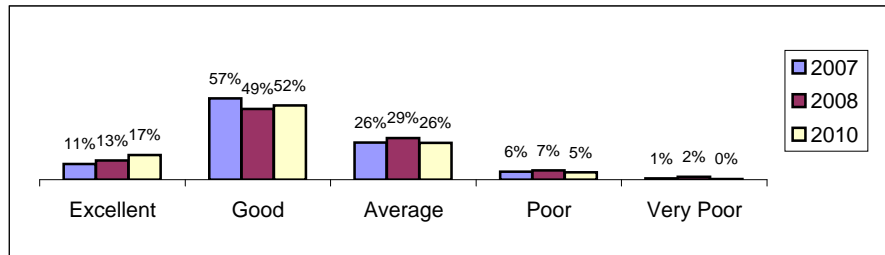
Prepared by Jess Knudson, Public Information Officer  
June 23, 2010

On March 1, 2010, 1100 Citizen Surveys were sent out to a random sample of residents within the Town of Florence. Of the 1100 surveys that were sent out, 555 were returned to the Town before the cut-off date of April 9, 2010. This resulted in a 50% response rate. The list of potential respondents was randomly selected from the Town's list of residential utility billing accounts. The 2010 results are compared to the results that were collected in previous years. The 2010 Citizen Survey results are utilized by the Town and the community to gauge the perception of Florence residents.

## I. Community Ratings

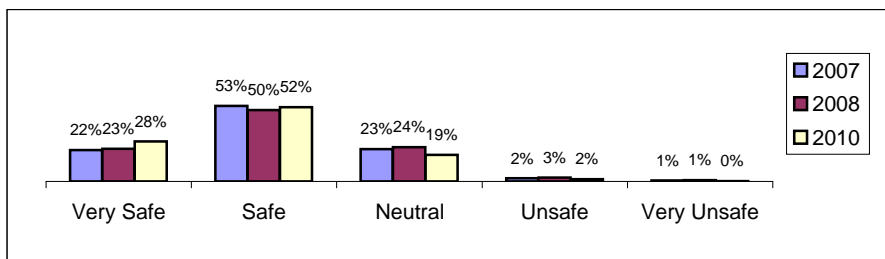
### How would you describe Florence as a place to live?

Excellent	17%
<b>Good</b>	<b>52%</b>
Average	26%
Poor	5%
Very Poor	0%
<i>Total Responses</i>	<i>555</i>



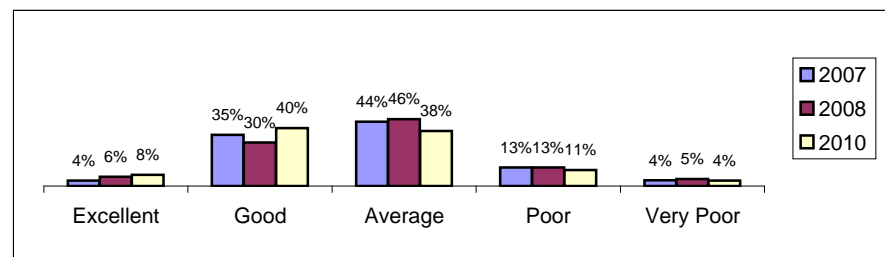
### Do you feel safe and secure in your neighborhood?

Very Safe	28%
<b>Safe</b>	<b>52%</b>
Neutral	19%
Unsafe	2%
Very Unsafe	0%
<i>Total Responses</i>	<i>555</i>



### Overall, do you feel you're getting adequate value for your town tax dollar?

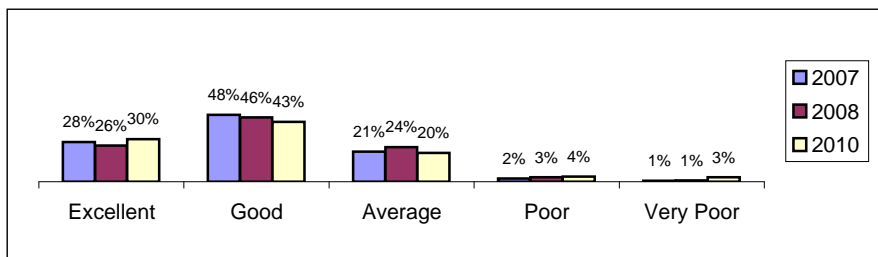
Excellent	8%
<b>Good</b>	<b>40%</b>
Average	38%
Poor	11%
Very Poor	4%
<i>Total Responses</i>	<i>520</i>



## Rate the following as they apply to living in Florence.

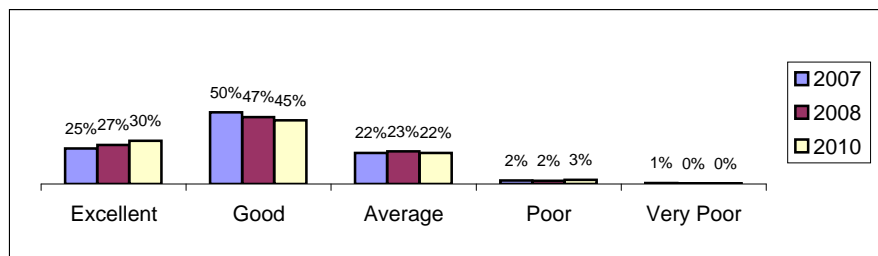
### Small Town Feel

Excellent	30%
<b>Good</b>	<b>43%</b>
Average	20%
Poor	4%
Very Poor	3%
Total Responses	555



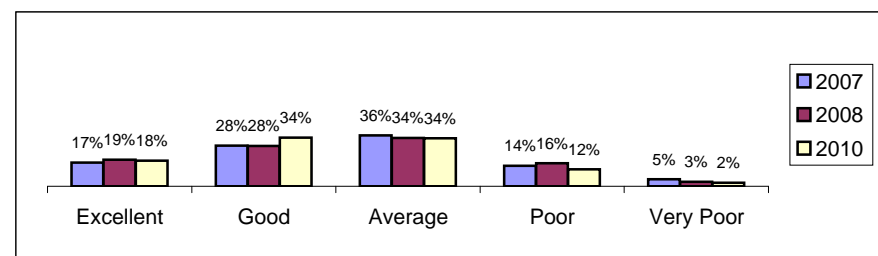
### Friendly People

Excellent	30%
<b>Good</b>	<b>45%</b>
Average	22%
Poor	3%
Very Poor	0%
Total Responses	539



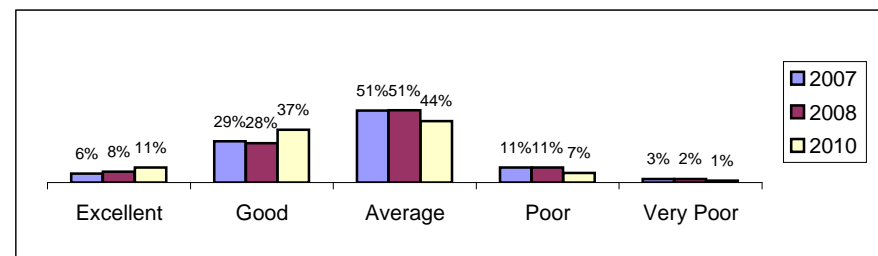
### Beautiful Scenery

Excellent	18%
<b>Good</b>	<b>34%</b>
<b>Average</b>	<b>34%</b>
Poor	12%
Very Poor	2%
Total Responses	534



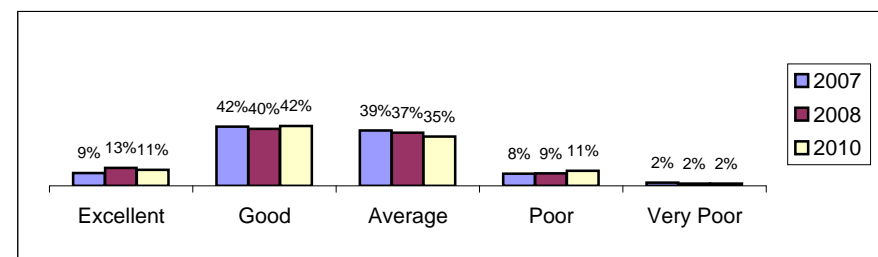
### Amount of Crime

Excellent	11%
Good	37%
<b>Average</b>	<b>44%</b>
Poor	7%
Very Poor	1%
Total Responses	446



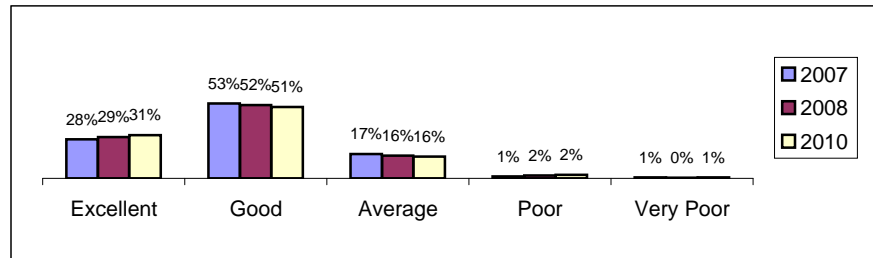
### Parks

Excellent	11%
<b>Good</b>	<b>42%</b>
Average	35%
Poor	11%
Very Poor	2%
Total Responses	500



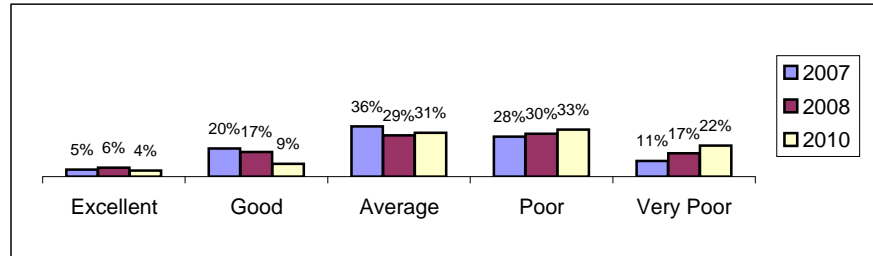
### Climate

Excellent	31%
<b>Good</b>	<b>51%</b>
Average	16%
Poor	2%
Very Poor	1%
<i>Total Responses</i>	535



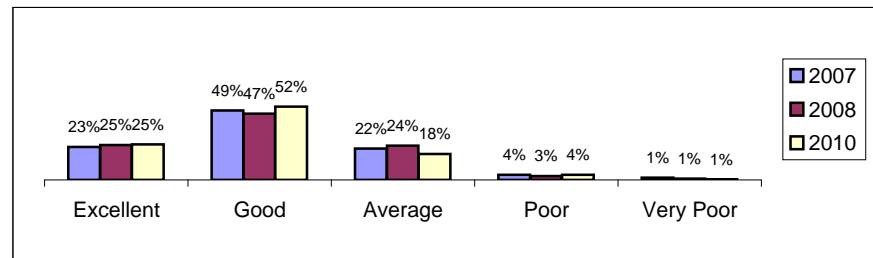
### Job Opportunities

Excellent	4%
Good	9%
Average	31%
<b>Poor</b>	<b>33%</b>
Very Poor	22%
<i>Total Responses</i>	327



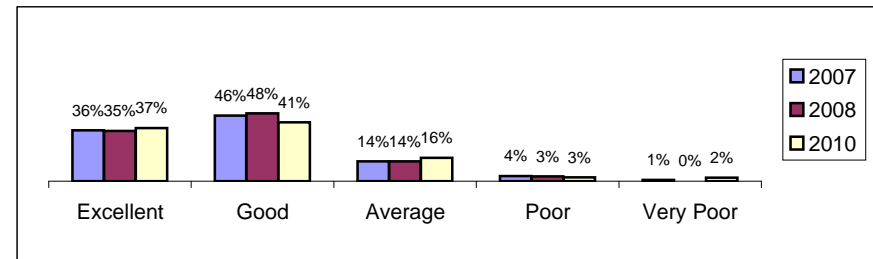
### Quiet

Excellent	25%
<b>Good</b>	<b>52%</b>
Average	18%
Poor	4%
Very Poor	1%
<i>Total Responses</i>	530



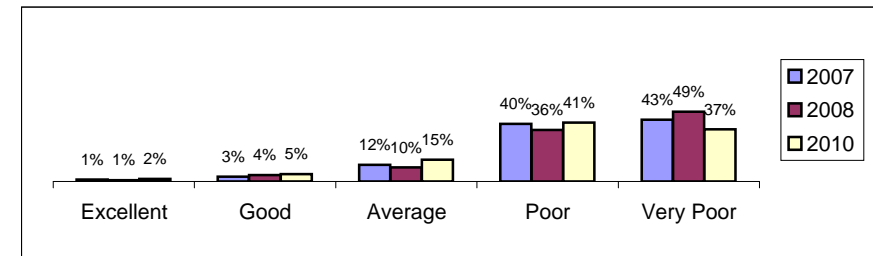
### Historical Character

Excellent	37%
<b>Good</b>	<b>41%</b>
Average	16%
Poor	3%
Very Poor	2%
<i>Total Responses</i>	532



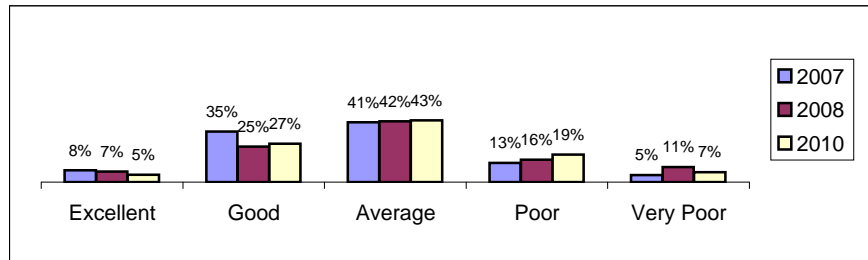
### Shopping Opportunities

Excellent	2%
Good	5%
Average	15%
<b>Poor</b>	<b>41%</b>
Very Poor	37%
<i>Total Responses</i>	534



### Growing Community

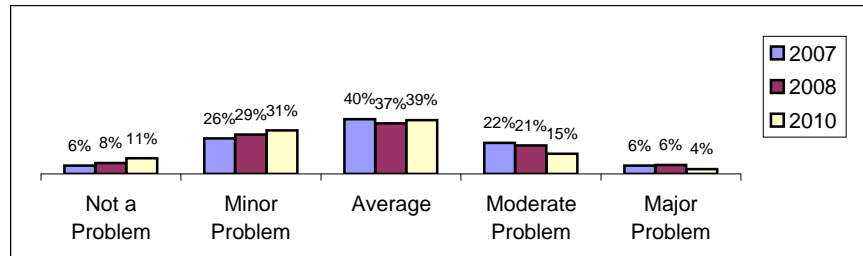
Excellent	5%
Good	27%
<b>Average</b>	<b>43%</b>
Poor	19%
Very Poor	7%
<i>Total Responses</i>	<i>500</i>



## To what extent, if any, do you see the following as a problem in Florence?

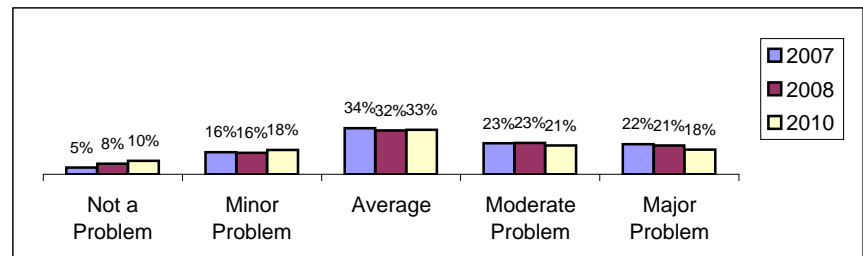
### Crime

Not a Problem	11%
Minor Problem	31%
<b>Average</b>	<b>39%</b>
Moderate Problem	15%
Major Problem	4%
<i>Total Responses</i>	<i>448</i>



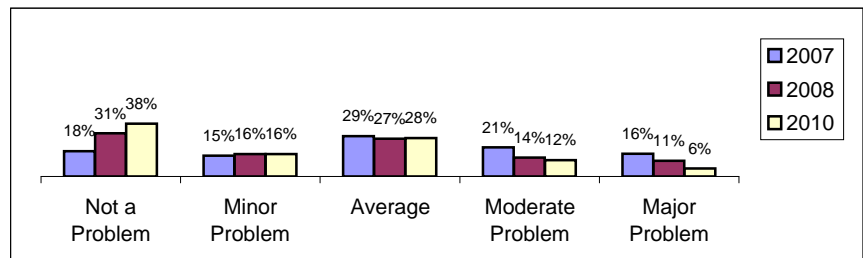
### Drugs

Not a Problem	10%
Minor Problem	18%
<b>Average</b>	<b>33%</b>
Moderate Problem	21%
Major Problem	18%
<i>Total Responses</i>	<i>351</i>



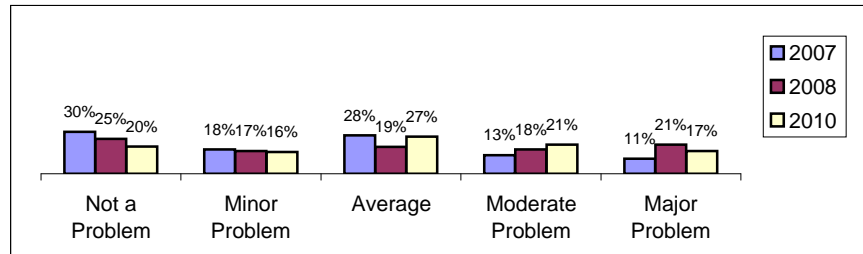
### Too Much Growth

<b>Not a Problem</b>	<b>38%</b>
Minor Problem	16%
Average	28%
Moderate Problem	12%
Major Problem	6%
<i>Total Responses</i>	<i>471</i>



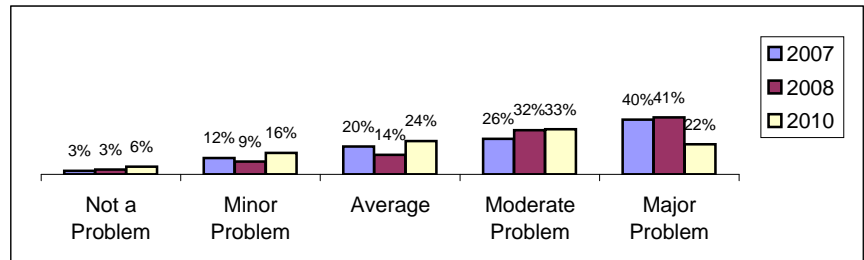
### Lack of Growth

Not a Problem	20%
Minor Problem	16%
<b>Average</b>	<b>27%</b>
Moderate Problem	21%
Major Problem	17%
<i>Total Responses</i>	<i>477</i>



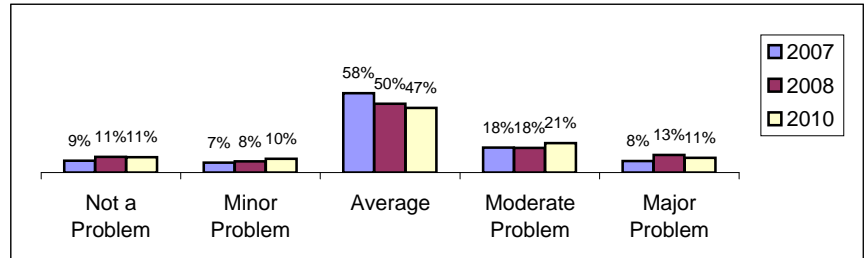
### Unkept Buildings

Not a Problem	6%
Minor Problem	16%
Average	24%
<b>Moderate Problem</b>	<b>33%</b>
Major Problem	22%
<i>Total Responses</i>	<i>513</i>



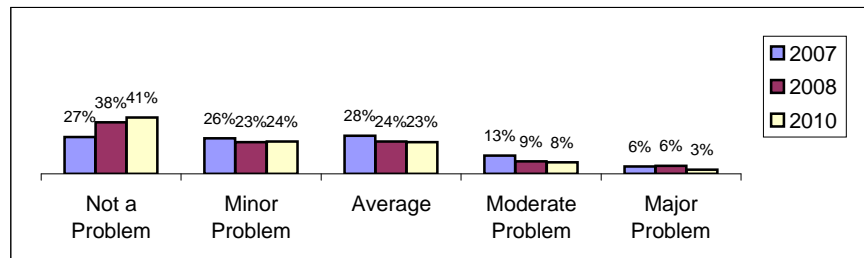
### Taxes

Not a Problem	11%
Minor Problem	10%
<b>Average</b>	<b>47%</b>
Moderate Problem	21%
Major Problem	11%
<i>Total Responses</i>	<i>507</i>



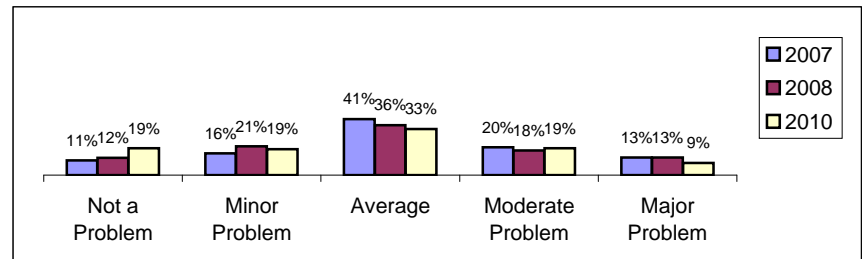
### Traffic Congestion

<b>Not a Problem</b>	<b>41%</b>
Minor Problem	24%
Average	23%
Moderate Problem	8%
Major Problem	3%
<i>Total Responses</i>	<i>522</i>



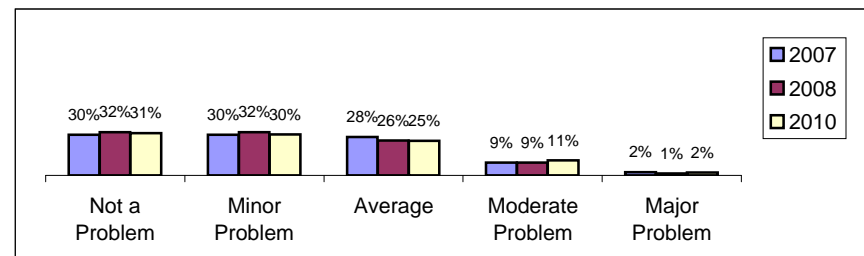
### Unsupervised Youth

Not a Problem	19%
Minor Problem	19%
<b>Average</b>	<b>33%</b>
Moderate Problem	19%
Major Problem	9%
<i>Total Responses</i>	<i>350</i>



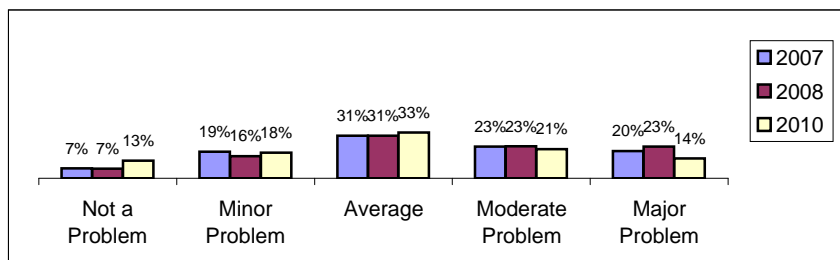
### Homelessness

<b>Not a Problem</b>	<b>31%</b>
Minor Problem	30%
Average	25%
Moderate Problem	11%
Major Problem	2%
<i>Total Responses</i>	<i>318</i>



## Weeds

Not a Problem	13%
Minor Problem	18%
<b>Average</b>	<b>33%</b>
Moderate Problem	21%
Major Problem	14%
<i>Total Responses</i>	<i>492</i>



## II. Service Ratings

In this section citizens were asked to rate their satisfaction with a number of services that are provided by the town on a scale of 1 to 5. 1 is excellent and 5 is very poor. Means (averages) were used to compare the services on the basis of their relative satisfaction according to the responses. The lower the mean for a specific service, the higher the residents' satisfaction is with the service.

<b>Fire Services</b>	<b>2007 Mean</b>	<b>2008 Mean</b>	<b>2010 Mean</b>
Firefighter attitude and behavior	1.53	1.47	1.44
Emergency response time	1.61	1.61	1.50
Non-emergency response time	1.96	1.85	1.92
Use of education to prevent fires	2.43	2.33	2.37
Professionalism of the Fire Department	1.59	1.56	1.50

<b>Park and Recreation Services</b>			
Fitness center	2.47	2.28	2.32
Quality of recreational programs	2.64	2.52	2.53
Variety of recreational programs	2.73	2.69	2.67
Recreational facilities (example: parks, baseball field)	2.49	2.38	2.44
Parks maintenance	2.42	2.29	2.34
Maintenance of downtown Florence	2.72	2.91	2.54

<b>Police and Court Services</b>			
Officer attitude and behavior	2.11	2.09	2.12
Emergency response time	1.87	1.84	1.97
Non-emergency response time	2.23	2.13	2.29
Professionalism of the Police Department	2.14	2.08	2.05
Service provided by dispatch	2.12	2.00	2.06
Service provided by records staff	2.45	2.13	2.28
Professionalism of Courts personnel	2.45	2.09	2.23
Professionalism of Town Attorney	2.57	2.12	2.28

<b>Street, Water and Sanitation Services</b>			
Garbage pickup	1.92	1.92	1.66
Street repair/maintenance	3.11	2.87	2.48
Water taste	3.47	3.46	3.23
Storm water drainage	3.14	3.02	2.69
Water pressure	2.70	2.65	2.53

<b>Senior Center Services</b>			
Hours of operation	1.88	1.81	1.84
Professionalism of senior center employees	1.67	1.55	1.66
Quality of programming	1.87	1.72	1.87



**Library Services**

Selection of books, periodicals and other materials	2.40	2.23	2.32
Hours of operation	2.36	2.22	2.16
Professionalism of library employees	1.90	1.88	1.91
Quality of programming	2.27	2.27	2.18
Functionality of Library building	2.65	2.56	2.37

**General Services and Communication**

Professional manner of individuals answering Town phones	2.34	2.28	2.15
Town Hall office hours	2.27	2.18	2.16
Channel 11	N/A	2.74	2.42
Town website (www.florence.town.az.us)	2.58	2.40	2.34

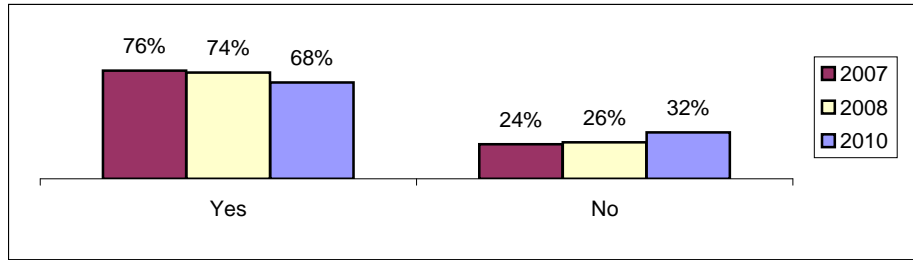
**Local State and Federal Services**

Overall, rate the quality of services provided by the Town	2.58	2.51	2.42
Overall, rate the quality of services provided by the County	2.78	2.71	2.57
Overall, rate the quality of services provided by the State	2.87	2.86	2.98
Overall, rate the quality of services provided by the Federal Government	3.09	3.05	3.17

*N/A indicates that the specific question was **Not Asked** that particular year.*

In the last six months, have you had any contact with a Town of Florence employee?

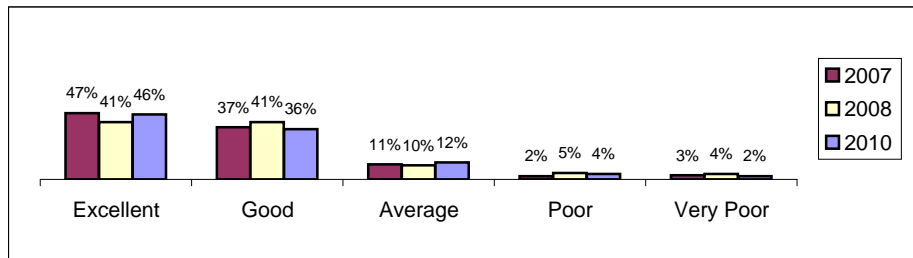
<b>Yes</b>	<b>68%</b>
No	32%
<i>Total Responses</i>	533



If yes, what was your impression of the LAST Town employee you were in contact with?

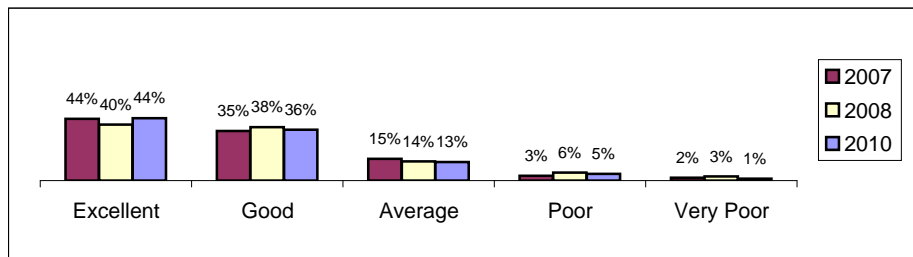
#### Responsive

<b>Excellent</b>	<b>46%</b>
Good	36%
Average	12%
Poor	4%
Very Poor	2%
<i>Total Responses</i>	364



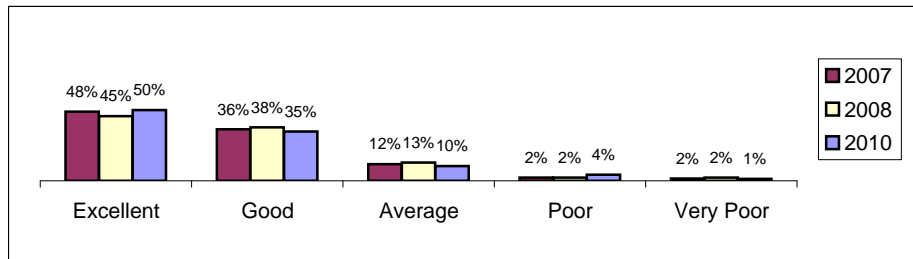
#### Knowledgeable

<b>Excellent</b>	<b>44%</b>
Good	36%
Average	13%
Poor	5%
Very Poor	1%
<i>Total Responses</i>	356



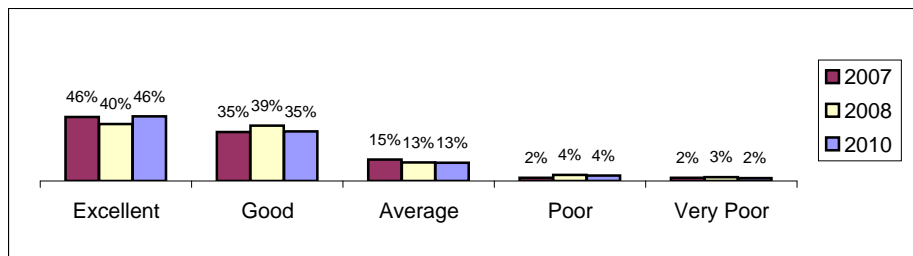
#### Courteous

<b>Excellent</b>	<b>50%</b>
Good	35%
Average	10%
Poor	4%
Very Poor	1%
<i>Total Responses</i>	361



#### Overall

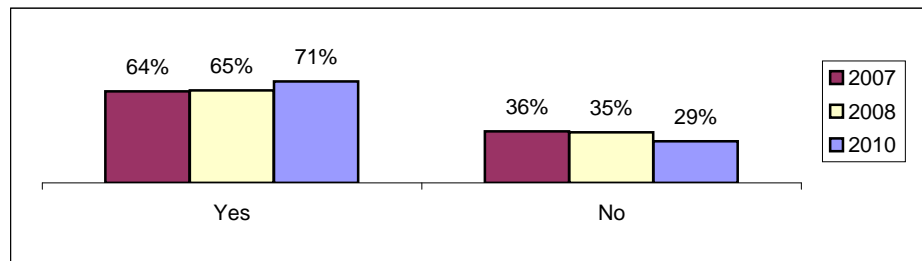
<b>Excellent</b>	<b>46%</b>
Good	35%
Average	13%
Poor	4%
Very Poor	2%
<i>Total Responses</i>	357



## Does the town provide adequate information to its residents?

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**Yes** 71%  
**No** 29%  
*Total Responses* 553



### III. Policy Opinions

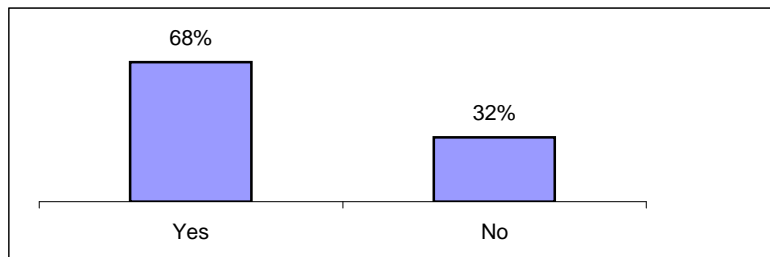
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In this section of the Citizen Survey, residents were asked their opinion on Town policy. Questions include bus service, recycling, Town seal, annexation, San Tan Valley incorporation, economic development and the actions of the Florence Town Council.

Should the Town partner with the City of Coolidge and bring a public Bus Service (Cotton Express) to Florence?

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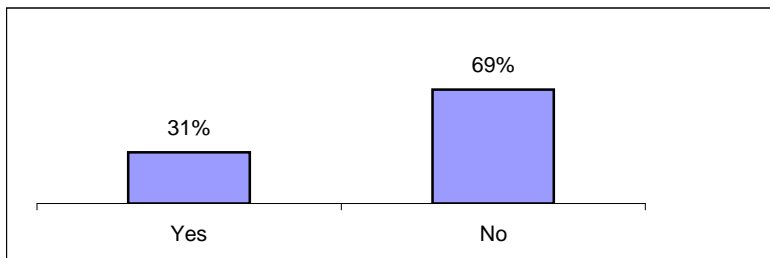
<b>Yes</b>	<b>68%</b>
No	32%
<i>Total Responses</i>	<i>288</i>



Would you use a public Bus Service if it was provided by the Town of Florence?

---

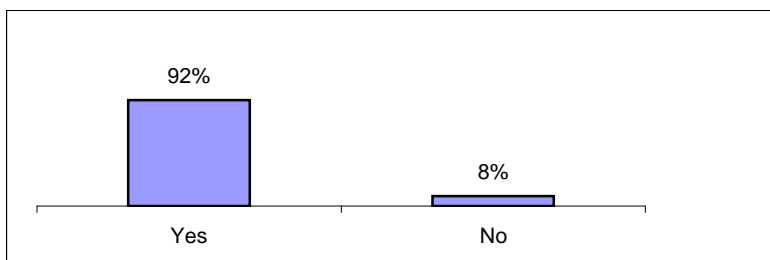
Yes	31%
<b>No</b>	<b>69%</b>
<i>Total Responses</i>	<i>370</i>



Should the Town start a Recycling Program?

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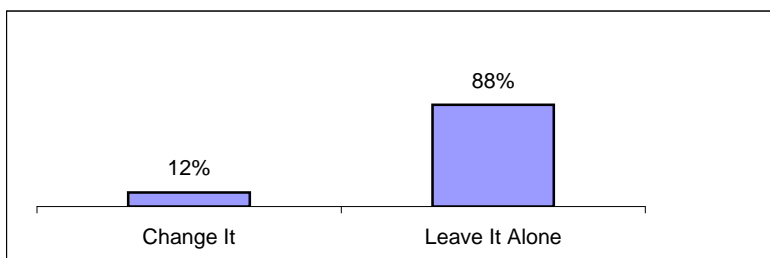
<b>Yes</b>	<b>92%</b>
No	8%
<i>Total Responses</i>	<i>473</i>



Should the Town re-design the Town Seal or leave it alone?

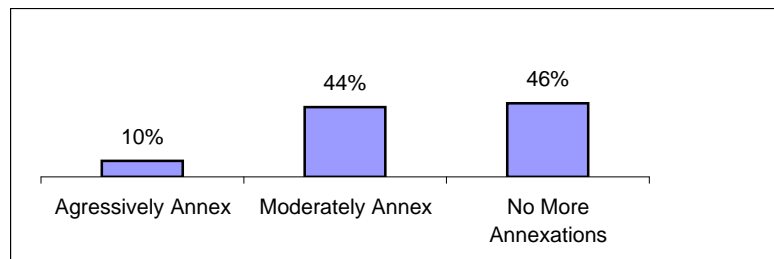
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Change It	12%
<b>Leave It Alone</b>	<b>88%</b>
<i>Total Responses</i>	<i>425</i>



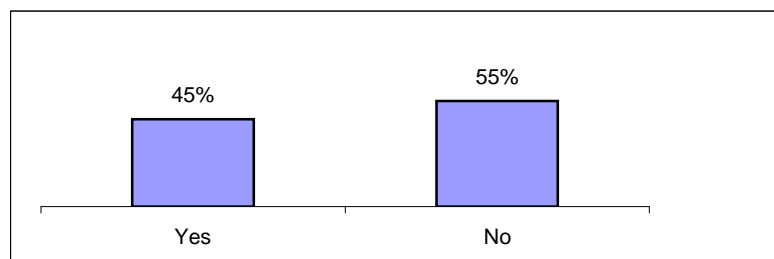
## Should the Town annex more areas to increase the size of the Town's boundary?

Agressively Annex	10%
Moderately Annex	44%
<b>No More Annexations</b>	<b>46%</b>
<i>Total Responses</i>	<i>368</i>



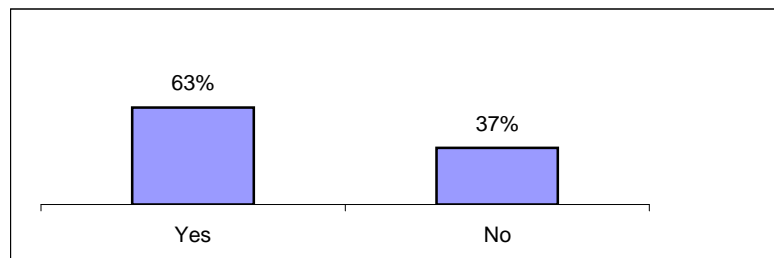
## Should the Town support the incorporation efforts of San Tan Valley?

Yes	45%
<b>No</b>	<b>55%</b>
<i>Total Responses</i>	<i>234</i>



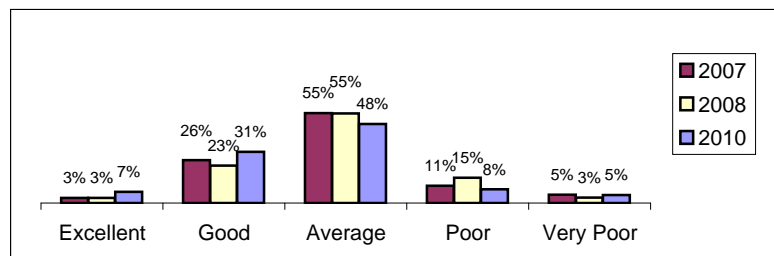
## Should the Town spend tax payer dollars to buy and renovate property on Main Street to attract businesses in the downtown?

<b>Yes</b>	<b>63%</b>
No	37%
<i>Total Responses</i>	<i>416</i>



## How would you rate the actions of the Town Council in 2009?

Excellent	7%
Good	31%
<b>Average</b>	<b>48%</b>
Poor	8%
Very Poor	5%
<i>Total Responses</i>	<i>322</i>

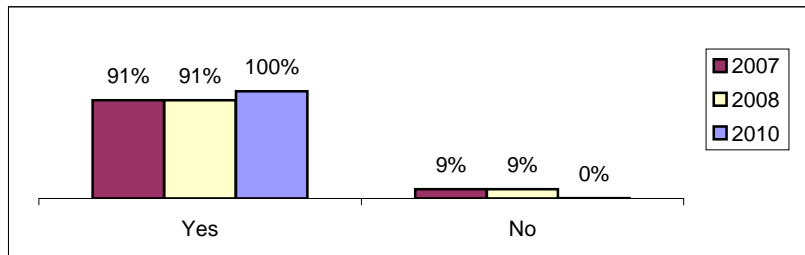


## IV. Demographics

In this section, residents provided information about themselves. These results contain information about shopping habits, level of education, years living in Florence, employment status, and other relevant information to provide the town with an understanding of our residents.

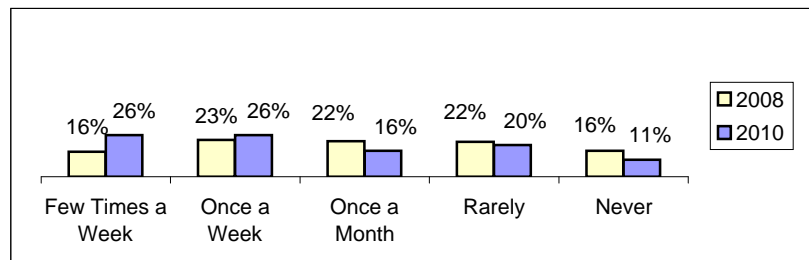
### Do you live within the town limits of the Town of Florence?

<b>Yes</b>	<b>100%</b>
No	0%
<i>Total Responses</i>	100%



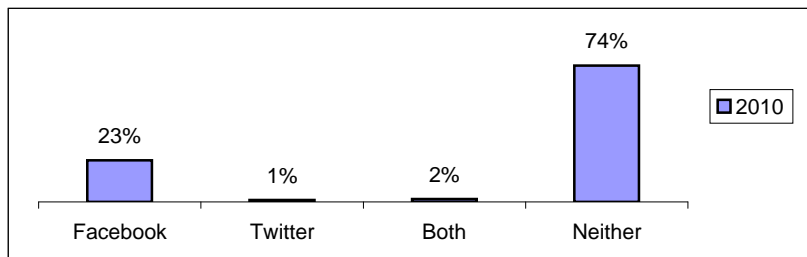
### How often do you visit the Florence Safeway located in the Anthem Area?

Few Times a Week	26%
<b>Once a Week</b>	<b>26%</b>
Once a Month	16%
Rarely	20%
Never	11%
<i>Total Responses</i>	550



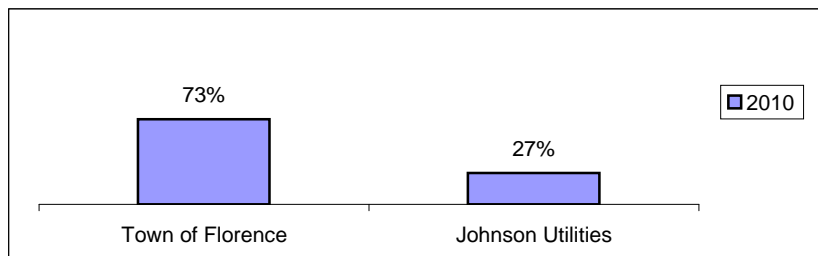
### Do you use Facebook or Twitter Internet sites regularly (at least once a month)?

Facebook	23%
Twitter	1%
Both	2%
<b>Neither</b>	<b>74%</b>
<i>Total Responses</i>	548



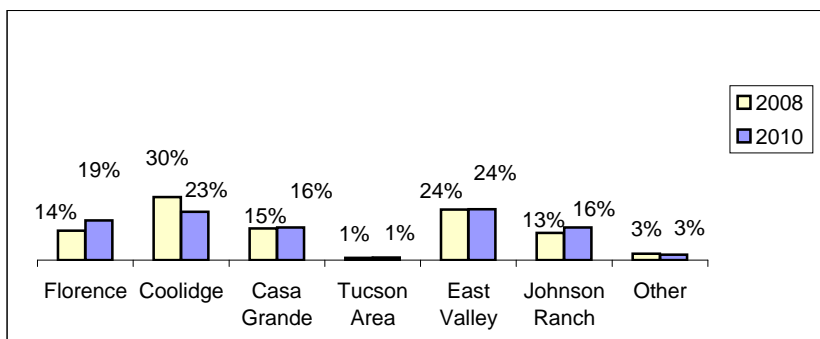
### Who provides your water and wastewater services?

<b>Town of Florence</b>	<b>73%</b>
Johnson Utilities	27%
<i>Total Responses</i>	535



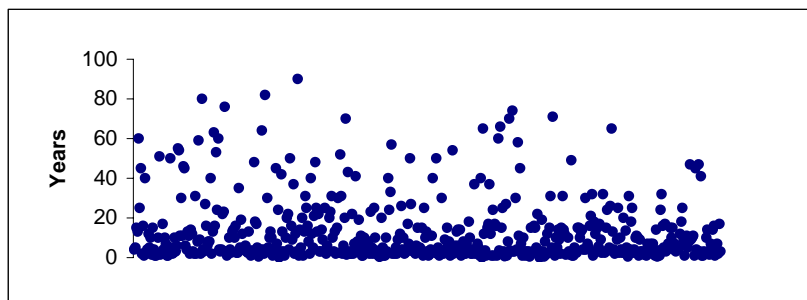
## What percentage of your shopping dollars is spent in the following Arizona communities?

Florence	19%
Coolidge	23%
Casa Grande	16%
Tucson Area	1%
<b>East Valley</b>	<b>24%</b>
Johnson Ranch	16%
Other	3%
<i>Total Responses</i>	<i>484</i>



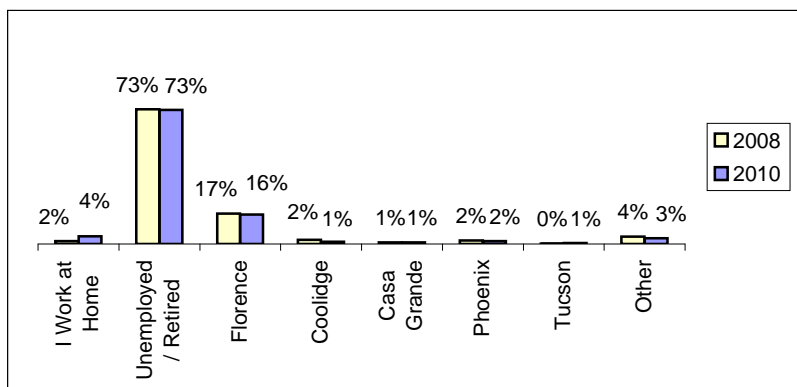
## How long have you lived in Florence? (years)

Average	13
Minimum	0
Maximum	90
<i>Total Responses</i>	<i>540</i>



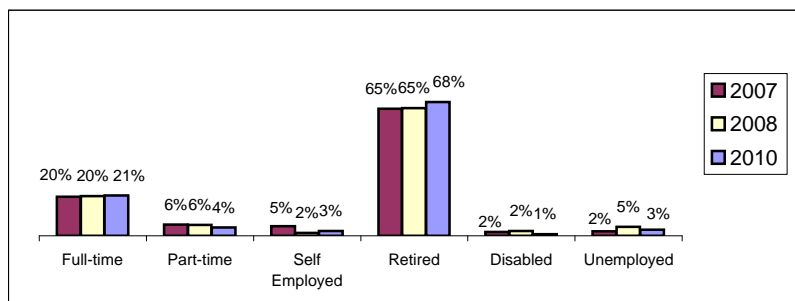
## Where do you work?

I Work at Home	4%
<b>Unemployed / Retired</b>	<b>73%</b>
Florence	16%
Coolidge	1%
Casa Grande	1%
Phoenix	2%
Tucson	1%
Other	3%
<i>Total Responses</i>	<i>555</i>



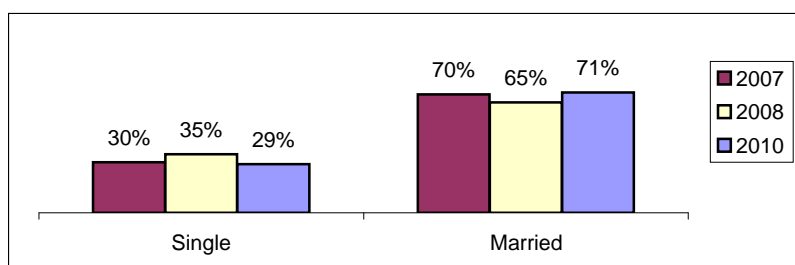
## Are you employed?

Full-time	21%
Part-time	4%
Self Employed	3%
<b>Retired</b>	<b>68%</b>
Disabled	1%
Unemployed	3%
<i>Total Responses</i>	<i>555</i>



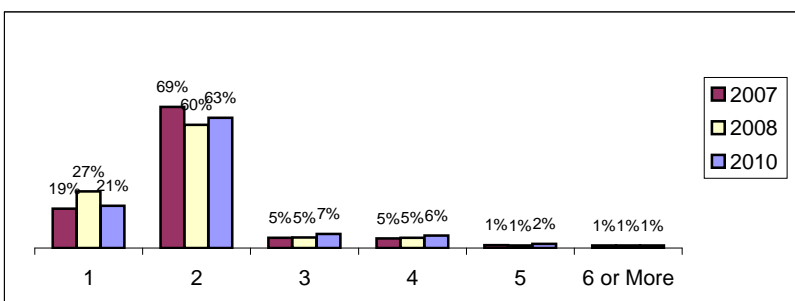
## What is your marital status?

Single	29%
<b>Married</b>	<b>71%</b>
<i>Total Responses</i>	<i>553</i>



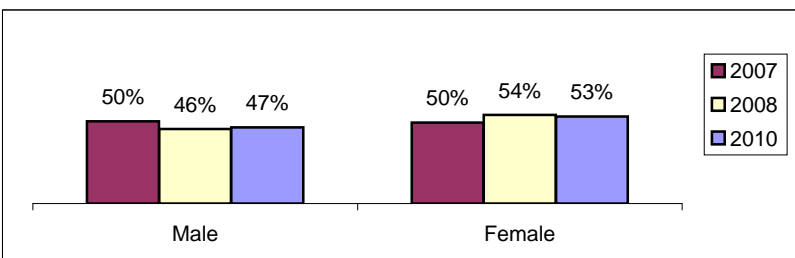
## How many people reside in your household?

1	21%
<b>2</b>	<b>63%</b>
3	7%
4	6%
5	2%
6 or More	1%
<i>Total Responses</i>	<i>555</i>



## What is your gender?

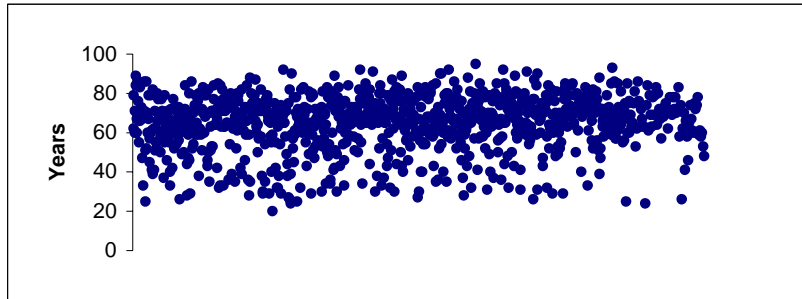
Male	47%
<b>Female</b>	<b>53%</b>
<i>Total Responses</i>	<i>551</i>





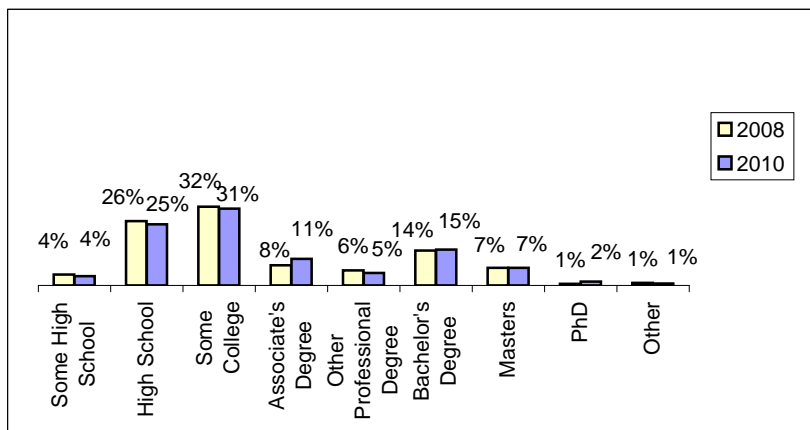
## What is your age?

Average	64
Minimum	24
Maximum	95
Total Responses	535



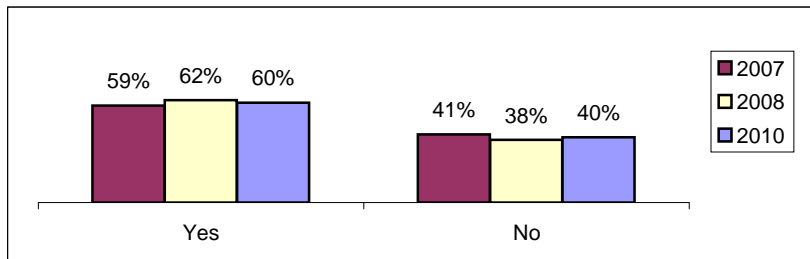
## What is the highest level of education that you have completed?

Some High School	4%
High School	25%
<b>Some College</b>	<b>31%</b>
Associate's Degree	11%
Other Professional Degree	5%
Bachelor's Degree	15%
Masters	7%
PhD	2%
Other	1%
Total Responses	554



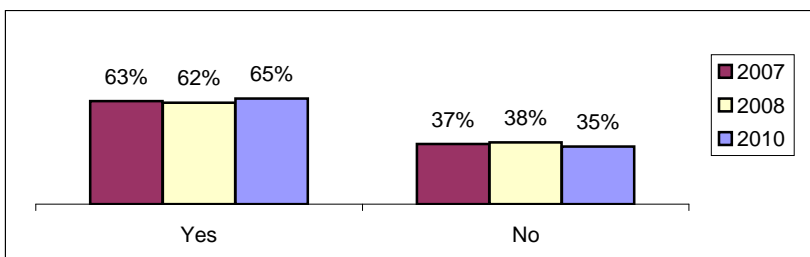
## Are you registered to vote in Arizona?

<b>Yes</b>	<b>60%</b>
No	40%
Total Responses	544



## Are you a permanent (all year) resident of Florence?

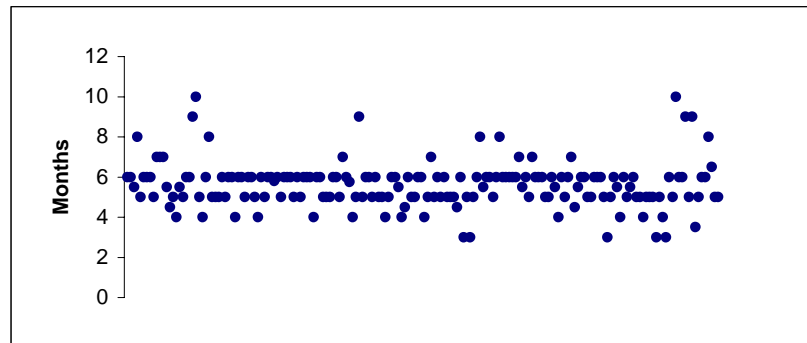
<b>Yes</b>	<b>65%</b>
No	35%
Total Responses	547



## If not a permanent resident of Florence, how many months do you live in Florence?

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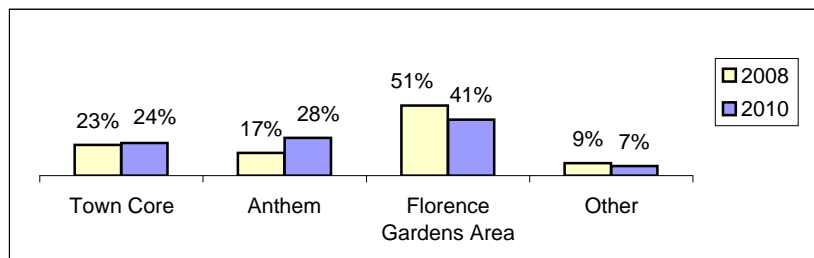
Average	5.6
Minimum	3
Maximum	10
Total Responses	182



## Where in Florence do you live?

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Town Core	24%
Anthem	28%
<b>Florence Gardens Area</b>	<b>41%</b>
Other	7%
Total Responses	555



## V. General Comments

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In this section of the survey, residents were asked to provide general comments, if they had any to share. Residents were able to discuss any items that they felt the town needed to hear. 45% of the residents responding to the survey made a comment in this section of the survey. They are not arranged in any particular order. The comments have not been edited for form or content. The Town of Florence makes no representations as to the accuracy or truth of the facts and opinions contained within.

1. I like the front desk girl.
2. Although the town of Florence would like to keep the “historical” feel it would much more convenient to have a Wal-Mart in the town or some type of similar retail store. So we can keep out money in the town of Florence instead of Coolidge.
3. Need a larger grocery store, bank in the immediate area of Florence instead of driving 10 or more miles to shop. Would be nice to have a family style restaurant. know it is hard when we only live here 6 months a year
4. I am legally blind and hard of hearing. That is why a lot of answers did not apply to me or I felt I could not answer.
5. The town should be commended for getting the Silver King completed and any and all efforts to encourage historical emphasis to the town development. Town staff is excellent Mr. Patel has done a good job of hiring competent and professional staff, planning and zoning is especially diplomatic and professional. Town Council does need to address the issues of signage in the historic district. A moratorium on signage control is not an answer.
6. Biggest issue to me, being a Cali relocate is the lack of Recycling!!
7. I appreciate any effort you do to have a better place to live in. thanks
8. Make downtown a “western theme” or a German theme, ANY theme to bring stores back & a calling card/people back to shop, shame its dead
9. If Florence had a fry's, I'd shop there. Love your dog park. Need Recycle!!! Garbage pick up a week
10. We all know things are tuff on all and the money don't get as much as before but overall you all do a great job!

11. More recycling areas for glass along with paper, plastics, cardboard and aluminum. Would like to see more stores closer IE: Wal-Mart, Target etc.. so Florence could reap the tax benefits of shoppers. The monthly trash pick up of cuttings, other items is a wonderful service- keep it going! Thank you for your work!!
12. Curbside recycling would be very good to have
13. We live in Merrill Ranch Sun City. Its difficult to answer questions objectively. When we do visit town it's quiet & clean. Police protection is more than adequate. Would like to see an up scale restaurant in Florence area. My wife is completing questionnaire there are my opinions.
14. I would like to see a park dedicated to our youth. Recycling program essential to our future. Planning & comm. frv., town council, city services performance are doing well. Florence is a good town, with friendly people, senior service and after school programs are good, especially for a town of this size of population.
15. Too much emphasis is place on annexation. Where was the last time the local police solved a burglary in the Florence town core area? The cost of permits is Florence is very high compared to Coolidge and Eloy. No reason for it.
16. The City should make more office use of the empty building on Main St. which in turn would create more clientele for small restaurants/shops downtown.
17. We need swing sets in the park or something for 2 and 3 year olds. We need to work out the water, make it drinkable and 97% of my water coming into the house does not go into the sewer. O.T have a nice green yard, flowers, shrubs and it is only me in this house, how much time does one person spend in the shower bathroom or washing yet you charge me 97% to 98% of my water goes to sewer. You want Florence to look nice but yet the people pay we give back to the community but the community (Florence) just takes from us.
18. Need more police officers. Florence needs a city judge that will not let most criminals go. Need Safeway in town core area.
19. We need more ball fields and practice areas. We should go to the diamondbacks program ad start our need again. I don't see how they could turn us down because of our need. There is no regulation size baseball field except at Anthem; there is not enough open grassed area for little league practice or k-8 practice.

20. Need a bridge for walkers and bicycles from Florence gardens area.
21. as a temp resident I don't appreciate the billing for water all year. Maybe you could at least discount it for us snowbirds in the off season when we are not there.
22. in spite of public relations attempts to identify Anthem sores as "Florence" as far as I am concerned Florence has no grocery store or any other shopping save an excellent but over priced hardware store.
23. Keep up the good work. We love living here!
24. Keep to include manufacturer or corp business to try to keep your young people within the community. McDonalds, Burger King, will not support a family.
25. We enjoy the small town flavor of Florence and over all we think Florence does a good job of being a town not metropolis.
26. If we had better roads, more restaurants, more shopping, and more professional services, we would spend a higher percentage of our budget locally. If annexation of other areas will increase Florence's tax base, and result in a decrease of individual house hold taxes, then I am in favor of annexation. The same goes for supporting the incorporation efforts of San tan Valley. I feel the road situation is a major stumbling block to rapid growth in our area. We desperately need a major connector extending from the 202 or 60 to highway 79. The 802 was being talked about several years ago.) We need it or something like it very badly. Hunt Highway is a disaster! ! ! I it definitely needs to be widened to a four lane (from Ellsworth Road to the . entrance of Anthem's lane)and the speed limit increased to 55 MPH. sincerely hope you will take these comments to heart, because I do love it here!!!
27. I appreciate the small town atmosphere. I go in the bank and they greet me saying my first name. I do wish that the town would try harder to create more good shopping experiences and speed up restoration of old buildings.
28. I love Florence the small town feel was great place to grow up and I'm happy to raise my family here, my only issue with the town is the lack of growth. A grocery store (in town not Anthem) would be the best thing! The town would have so much more income if new businesses were allowed I please consider a grocery store... a real one!

29. I am disappointed in the town's growth. I am concerned about the hospital situations. I see a problem in the town councils attitude toward growth business in Florence.
30. Garbage should be picked up weekly not bi-weekly. Bi-weekly only encourages more trash less recycle.
31. Shopping and employment options must be enhanced reliance on government and private prisons as the major employers is short sighted. The majority of those employers live outside the Florence area thus they take their dollars with them. Affordable and mid range housing needs to be encouraged to keep these workers within the area spending their dollars here. The fact that there is no chain supermarket within the Florence "core" is inexcusable. Stop the dollar store type of business, it stereotypes a area. Diversify the economy or stagnate and die.
32. Why can't Florence have a library comparable to the one in Payson? Our library is pathetic for a town of our size. A lot of women really miss the "curves" that closed down. The Truvalue hardware is "awesome"!
33. I feel blessed to spend time here in the winter. (Signed with here name)
34. The town has many empty buildings. It's depressing going there. The only decent store the hardware the charges 3x the amount! Ill stop else where. The only other is city hall, the people with my water bill have been rude. I hate going there. Do I like the town of Florence? No.
35. We need a grocery store in area. Need more shopping all around. Dog park needs holes filled around the area. Dangerous for dogs chasing balls and Frisbees. We do love our parks though as well as the Dog Park.
36. I feel a large amusement park, golf course. Would benefit the historic town. I would bring people into town, there they could shop and have a day in town which would give the desire to open a business in town, currently not enough clients to open business, check out maybe good example.
37. Anthem/Florence CFD makes taxes too high and are very difficult to understand the true extent and length – if legal. Why hook us up with the crooked Johnson utilities when Florence utilities are on Felix? Sounds like flute & Florence stuck it to us again.
38. Florence has unlimited potential to become a much sought after community in which to live. The only negative is the dust kicked up by farm operations.. I guess a necessary evil.

39. Poor Grocery shop. Pharmacy drugs store, poor doctor and hospital. No shopping areas. Traffic control.
40. We need a car wash in Florence.
41. Area needs place like Denny's, Coco's, Perkins (?), nice sit down restaurant. I feel badly about the lots of seniors have to go to Casa Grande or AJ for a nice birthday or any meal. This is really stupid to send our Florence \$ out of town!
42. Feel like we are charged too much or rate water and sewer when we are not here in summer months. Water taste is awful need to buy drinking water all the time. Too much sprawl in area should leave it as open space.
43. Caliente water & sewer monthly fee though minimal is unreasonable when the residence is unoccupied for 6 months.
44. We should see more "police" patrols not security volunteers on all of our street. What police currently do is a mere driver in our park on Florence blvd then north Florence with a filled with cars, golf carts and ATV! That speed, do not stop completely at corners and these people know fall well security volunteers and police are rarely around. News of any kind travels fast in our park more police patrols a few tickets should be helpful.
45. Public transportation would help many residents.
46. Town seal maybe an old stage coach to show how old town is or something like the Old Duchman. Diversion Dam Road if more prisons go in you better think about a red light & the road! Traffic will be unreal. Its bad at times now. Thank you for this.
47. More shopping stores would be wonderful! Costco would be great.
48. I like the little town of Florence and would love to have more businesses there for shopping.
49. I think Florence is a hidden gem. Love the country feel and the friendliness of the town. Reminiscent of town I grew up in way back when it had the small town feel.
50. You have over extended your town to the point you will lose control.
51. I am not a good example for your survey. Being retired and living in Florence gardens and do not have a lot of contact with employee of Florence. I would like to see a good grocery and clothing stores in

Florence and hope some day we will have them. Also more variety in restaurants.

52. Anthem is very nice community with lots to offer in activities. I do hope however you will be building stores, etc. Closer to community, I have to go to Casa Grande, me sect for major lighting on streets for night driving coming in/out of town.

53. I am very satisfied.

54. Need a grocery store and a drug store in Florence proper meet 1 mile away in Anthem area. Need nursing home and care taking services.

55. Improving downtown and emerging in more businesses should be a priority.

56. We really enjoy the area and the people. I would like to see more shopping area here especially a larger grocery store.

57. We need another grocery store preferably fry's marketplace. Attaway & 287 would be a good location to service, Florence, Coolidge and Anthem.

58. I would like to see an increase of activities for the kids in town. I feel they need more to do than hang out at circle k or the park.

59. Have the city acquire Johnson utilities at the Anthem area. Garbage pickup should take place one time per week turn off every other street light in the Anthem area to save cost.

60. The equal change of water use & sewer is a rip off, most of the water used by us goes on our yard. The sewer fees are outrageous and another way for this town to get money. The town of Florence gets paid generously from the private prisons, there is no need to rob the residents of the town on sewer fees.

61. Expansion of town seems to be taking residents away from the town shopping. Seek out and help to get small grocery store as alternatives to Safeway and Wal-Mart.

62. A Florence downtown would make a terrific winter tourist town if more antique, restaurant galleries, boutique etc. were promoted. You are missing opportunities for lots of tourist \$ i.e Bisbee, Jerome, tombstone, etc.

63. Please don't forget about the town core, we need a grocery store in core Florence.



64. Transportation to mesa Tempe phoenix area badly needed. The same is needed to Tucson.
65. I wouldn't spend tax dollars to establish private business. Make it reasonable tax wise.
66. Need more home town merchants. No Wal-Marts!
67. Would like to see supermarket, movie theater and other facilities. Would spend more money in Florence.
68. I would like to have a drug store and grocery store, supermarket. I'd have to drive 10 miles to get groceries and drug products.
69. A monthly newsletter from town and Pinal County would be nice.
70. I am enclosing a separate sheet of paper to mention some things not in this survey. There should be stricter laws on loud music and loud barking dogs. There are too many dogs in Florence and it seems that no one who owns them are made to keep them quiet. "Quiet" in Florence? Extremely poor. Aside from too many dogs, there are too many stray cats everywhere in Florence. I believe this is the result of poor "animal control" in our area. There seems to be more animals than people here. As for the extremely loud music, we hear this daily in Florence- also because people playing the loud music are not made to play it at a decent volume. A lot of houses and yards in Florence are Trashy. Again because people are not made to keep them clean. Too many drugs in Florence and this brings crime to the area. Shopping in Florence? Where? There's no where to get clothes, shoes, medication. No where to get groceries if you need a lot of them. Safeway at Anthem? Why is it called Florence Safeway at Anthem when I can't walk there to get a break or a gallon of milk? I don't know about you, but to if it's not within walking distance from my house, it's not Florence. Whatever is here in Florence, like Circle K, Pinal Market, True Value is way to expensive for people living on a fixed income. Just check out the gas prices at Circle k. always much higher than anywhere out of Florence. This why we don't shop Florence. The city should consider where it is dumping waste and garbage from the street sweepers. This is also trashy and nasty when it's next to a city park and houses. If more people who are running the town were like Mr. Patel, things would be better instead of worse in Florence. The changes I see are not good ones for Florence. I am no longer proud of my town and no longer proud to be born and raised here. We've lost our "peace" "quiet" and our community. If we can't get the results and get the problems resolved, then what's the purpose of these surveys?!?!?

71. City council not response to growth weeds. Historical district is wasteland businesses receding, no support from city at all. Attitude of city is anti growth and anti business.
72. I would love to see Florence develop a recycling program. It was a shock to me when I moved out here to learn that there isn't one.
73. Please keep the river banks clear from development, buildings etc. Keep this a green belt. Re-hydrate the river and make a riparian area. Avoid what Tempe and Phoenix have done, where they have build skyscrapers right on the rivers edge. The Gila River is our greatest resource, please keep it as open space with parks, golf courses, riparian areas to attract wild life and so it will cool off during the summer nights.
74. Johnson Utilities is a consumer rip off – high cost, house services – why cant town of Florence address that issues –
75. Recycle would be nice.
76. As far as I can see it's all Ok!
77. Not and business or choice of restaurants here to keep me shopping here. Town is dead. No major banks.
78. I feel my answers are totally negative – the facts: I do not subscribe to local newspaper. I do not watch local TV when available if there is anything about town doings on the computer I do not have a computer service.
79. I feel that more attention is given to the Anthem area then the town core; street lights, road maintenance etc... It still upsets me when Anthem demands to be included in everything available to us bit we are not welcome at their fitness centers, pools, golf club or parks. We are invited to their parades big (expletive) deal! We desperately need a market here in the town core with prices comparable to stores in Coolidge; the prices at Anthem are much higher.
80. My only real concern is the monthly charge for sewer\water. I believe that the fee should be reduced when snowbirds leave. Overall, we enjoy the community as well as Caliente where we stay. I would appreciate more information in current & future events.
81. The streets should be swept at least once a month.

82. I am very upset with Maricopa blvd. Drainage is worse since being rebuilt. Attempt to fix was a launch. Surveyed 5 or 6 times. Terrible. Repairs on the Gila bridge was a disaster. A terrible waste of tax dollars.
83. Too much concern for historical. Not enough businesses town looks dumpy and old not in a good way. We have a town called Leavenworth that looks all German and a town called Winthrop Washington that is western in a good way.
84. We like the Small town feel of Florence excellent family restaurants – “The library I love it” – we hope the housing development slow down – but I guess that’s progress!
85. We have seen planning for main street redevelopment. But, haven’t seen a whole lot done except the hotel also, we need the hospital on Adamsville rd. to get up and running. Same of the reasons we go to mesa so much is health care.
86. We love our community – the only reason we are considering moving is because we are so tired of having to drive 20 minutes to get somewhere other than Safeway and McDonalds.
87. One motivating factor that move to Florence was the movie Murphy’s romance. Town friendly people. Gentry were closing at time I moved in. town was not an (unreadable) place to come to. Once you went through it once or twice more western events and places to eat would help install houses etc.
88. I feel that the min meter charge is to high when we are back home. I know a charge is necessary but there is no water used. But more important there is no waste water being sent to sanitation.
89. Don’t think its fair Anthem got stuck with special assemt fee, or getting taxed so high on home property taxes. Times are very hard right now.
90. When is Florence going to put a mural over the ugly brown front where the theater was. It’s shameful the way it is.
91. Not enough shopping area – clothing – tire service – craft supplies – office supplies. Need a hospital. Need more doctors.
92. What is your marital status should have more options. Great questions on this survey keep up the good work.

93. it would be helpful to receive a calendar flyer which indicates the holidays recognized by the city offices and services. In participating, trash up services.
94. Florence is a great area. The history is very important. I like the cemetery too.
95. Keep the historic value of downtown Florence need business building should be rebuilt and maintained a western look.
96. Florence city government is doing a good job. I am surprised with the quality of city employee in all levels.
97. Town has cleaned up a lot since we got here in 1998 but, has a long way to go to attract tourists and businesses, a little paint and curtains in the vacant building would help the downtown area.
98. Need place for young people to go for fun and recreation to keep them safe and entertained.
99. Wise idea – this survey!!
100. The contractor staging areas are not compatible with the essence of the senior community of Florence gardens and should be removed or relocated. These sites detract and devalue nearby properties. Local Florence business owners/operators charge more for goods & services than nearby communities, customers will continue to shop elsewhere until Florence businesses adjust to the prices of other nearby communities.
101. The Florence reminder apathy terminated Florence disgrace city problems and solution rarely reported in detail and always late – poor city P.R.
102. I would shop more in Florence if there was a Wal-Mart, Walgreens, video store, clothes store, etc. Anthem is not in Florence, it is sort of a suburb, it's just as easy and less busy to go to Coolidge.
103. Start providing useful services for people in town (Florence proper) Anthem is to far, traffic is awful and prices are too high at Safeway. We live here, if we continue to be ignored we will move.
104. Very slow with road and bridge repairs.
105. I would like to see Florence attract manufacturing jobs or distribution centers any major employment other that prisons. I would also like to see a Target or Wal-Mart store in Florence. I would also shop more in Florence if the stores were even open on weekends. I really want traffic lights place at hunt highway and 79 and hunt highway and Attaway.

106. Drug crime is getting out of control.
107. Need more quality restaurants, Diary Q.
108. Lack of affordable grocery store and pharmacy, is the biggest drawback to me. As an elderly person I would like to closer for there services driving 22 miles round trip for a loaf of bread is not a good thing.
109. Incorporation efforts of san tan valley. No Florence high school staff (non legible.) direction recently – better, yes to small town feel, yes to park to stay open, yes to new hospital, need Home Depot – Lowes, Target in area, new sheriff – doing a great job.
110. We need a Wal-Mart in Florence or a Frys in Florence not Anthem. We need a peter piper pizza place for kids something for kids to have fun video games a place to hang out. Lot of drugs in Florence we need to clean Florence up.
111. The new motel is very nice and has helped the image coming into town on the west side. The look coming into town from hwy 79 is that there also needs to be some rules about cleaning up yards and vacant lots.
112. Have your garbage collection – home called mark service when – no (illegible X 5) but good a mess!!
113. Please, please start a recycling program. I don't need my trash picked up twice a week. I would be good with one pickup for trash & one for recycling thanks.
114. We are Canadian snowbirds – we enjoy the small town feel with the closeness of the city without to live there.
115. I have only been to the town of Florence once since we moved to Anthem in July 09. so I con not answer many of the questions as I have not experienced these things we really do not consider Anthem as “Florence”.
116. I would really like to see a recycling program put in place and would feel a lot safer if the fire department serviced out area as well as the Florence police department. It would be helpful to have an upgraded carwash.
117. Anthem specific taxes (authority # 18007 &13718) are exorbitant & I have yet to receive a under stand able for the purpose.
118. I feel our water & sewer services provided by Johnson utilities are a way to expensive, we are being gouged. Could the town of Florence take over there services and provide them at much more reasonable rate.

119. Why doesn't the town PD patrol Florence gardens? More street lights needed have as well as a better lit entrance at Florence gardens. Good restaurants in Florence.
120. Better water would be nice. Some what noisy, helicopters and loud exhausts – mainly motorcycles, and yes, I am a motorcyclist and keep a bike here so they give is not a prejudice time to clamp down on loud pipes.
121. I think it is time for a new pool in Florence. For our children to do in the summer in all just more for our community.
122. We need Attaway Road widened. Hunt highway needs to be widened. Florence needs to be opened soon, Florence needs more than one hardware store; i.e Home Depot, Lowes etc.
123. I am very interested in three following items; recycling programs & pickup, expansion of shopping, daycare facility.
124. Phone book is (unreadable) to much business to Casa Grande. Businesses in Florence and Coolidge need to find a way to keep business locally. Prison's make new people nervous you do get use to them after a while.
125. We need a grocery store, drug store and clothing store in Florence. Otherwise I love the town. The place to be.
126. The Town of Florence needs to attract super market to the downtown area. Look at how busy the hardware store is. A super market would direct the same amount of business downtown.
127. I think we could save money by reducing garbage pickup to once a week.
128. Love living in and around Florence, Arizona. Community is growing fast. I hope Florence's 5 to 10 year plan can adjust for what is coming our way in the future years. God bless and good luck!
129. More shopping areas and medical facilities are needed. People need places to go and have a good time. Movies billiards, bowling and arcades would be beneficial to the residents. Johnson utilities need to be bought they have very poor customer service and unfair pricing.
130. I'm very happy with out Florence police and fire department/and first response!!

131. Policeman should be trained to be friendly to those who follow the law and not be so uptight.
132. Only been here 1 month
133. Downtown area not as attractive as used to be – no flowers or at least not enough. Need a drugstore and super market close enough for persons who have limited transportation or no transportation to get to ten miles away for many is not meeting the needs of many.
134. Why pick up garbage twice a week in the winter? We never have a full can nor do any of our neighbors. I can understand twice a week pick up during summer months. You can save resources and we can save \$\$\$. The town needs to attract new business to the area. We are losing business every year and it appears little is being done to retain them. Until this happens, our shopping will continue to be done elsewhere. (see question 21)
135. We love living in Florence. The Senior Center is outstanding. The staff is excellent. Programs have been cut due to financial constraints hopefully their funding can be increased. The Pinal historical museum in Florence is the first place we take out of town visitors. It is excellent.
136. Need more business in Anthem area Home Depot, Lowes, pizza shop, dry cleaners.
137. We enjoy the privilege of living in the Florence community. While we would like to see more local shopping it is not a high priority. We look forward to the benefit of the new hospital. Our major roadway concerning is the detour location of Attaway.
138. I for one would love to have a decent shopping where I would not have to travel 30-50 miles – a close super market – drug store – movie theater – quality restaurant – clothing stores. I detest have to go to Coolidge, Casa Grande to mesa to shop.
139. Florence needs to focus with major importance to recycling with residential pickups.
140. Outside of our Anthem community there is not much available for us in the Florence/Coolidge area.
141. A lack of medical services is of great concern to me. Winters many new residents moving to Florence I find it hard to understand why there isn't a hospital within a reasonable driving distance. I feel like I am living in a county with very few options.

142. To Whom It May Concern. My property taxes are outrageous I could cry. Not even a street sign ay Hunt and Attaway. Information regarding and planned development up in the air in complete. The only good thing is the new hospital in / a, near, Merrill ranch. O well... thanks for asking.
143. The local smell of the septic storage coming from the INS area should be taken care of immediately. It can cause a person to be sick of health even to the west of Caliente.
144. My shower water is orange. My kidneys feel infected I was never informed this water was hazardous for human consumption.
145. Really would like to see a recycle program! Would like to see a police sub station in Anthem. Would like to see street sweeper more often.
146. Florence downtown needs to grow! The elderly citizens have always hindered the growth of Florence. It was only till Anthem came that it has grown. Preserve the past but please look for a great opportunity to branch out.
147. Town core area. Stop sign running and speeding Is a major problem police should crack down on violation (maybe education or stricter fines.) (no good old boy). Weed control is major problem both city property and residential property clean it up if you want to look like other cities.
148. We feel very fortunate to be living here.
149. I really appreciate the new renovations of our streets here in Florence gardens. It is a real asset to out property, also taking care of the water drainage when it rains. I also appreciate the garbage pick up and the once a month yard clean up taken away by the city. I do not have that service in my at home and means it tremendously.
150. Lower water and garbage, sewer weeds need to be cut.
151. Most town council members lack information preparation and insight on issues for their consideration. I am embarrassed that my town does not have a considerate side. Shame on us! In my opinion using town money to buy & renovate buildings on Main Street will only benefit wealthy property owners and the founding families good old boys network. Use that \$ to take bumps out of main street.
152. Why can't the police dept. speed more than on petty violations and less times in Anthem why does it take 3-4 cars to stop one vehicle? People know where police are when the do is more crime. Why does garbage



- truck drive up & down my street 4 times to pick up trash cans on either side of the street. Once??? No wonder we all have to pay. Notice – no quality of work time on money.
153. The town manager has been given too much power by the town council. The police, fire chief and dept should be at mercy of the council not just on individual.
  154. Pick up garbage once a week. Put the money of second pick up towards buying property, repairing down town for future business.
  155. I believe the TOF should partner with FUSD on how a bus system could benefit both town and school district. This could be an alternative pending state funding for school district and possible transportation cuts to after school activities routes.
  156. My reason for such large proportion of shopping being done in Coolidge area is die to lack of a suitable grocery store in Florence.
  157. Don't waste money changing town seal. The person in charge of code enforcement needs to get busy tearing down buildings not occupied and determining. Too many yards lots also an eye sore. Downtown historic Florence needs to be revitalized. Revenue is so important to our town but too much red tape. Quit incorporating and take care of what we have. Let's live "within out means".
  158. Florence Is the best place in the U.S to live & I've lived in many states – in small towns. Please innovate our "care history" and building.
  159. The residents – Florence Gardens & Caliente really enjoy the emergency response of these services – we don't like buying water when were gone.
  160. I love Florence – I think it's a great little town – it has the senior center I have ever been in – the girls are wonderful – I volunteer in the senior center and recourse center weekly.
  161. There is a desperate need for a reliable quick response contact to report loud barking disruptive dogs. They live so close to each other in Anthem and not everyone is considerate in controlling their animals. Right now – each place we call passes the luck – the HOA, police Dept and animal control – this is a definite problem. Help Please!
  162. Florence gardens – Caliente gave the sewage treatment plant to the city of Florence. In return Florence has raised the price it charges the golf course for to water a point of wear bankruptcy.

163. Customer service in water Dept is horrible.
164. I live on Colorado Ave. and we need more street lights on our street. It is not to the highway and we feel if the prison released prisoners and its evening more lights on our street would deter any crime episode. We also would like Colorado Ave. to receive curb and gutters and blockers like the rest of the streets in Florence gardens. It would be nice to get the street lights in first before the road crew come in.
165. It would be great if we could have another bridge crossing and more mixed use to support the infrastructure and community economics near hunt hwy and a new river crossing.
166. Why does US Gov't not allow retired people more time to spend \$ in USA?
167. I graded the police department due to speeding in patrol cars in most all parts of town – speed limits are to promote safety – for all of us.
168. You need more dining & shopping areas – we have to go to Gilbert – Phoenix area.
169. I sure wish more would be done about the drugs in this town I see it everyday dealing and usage it makes me so mad – I could name 6 houses dealing takes place – nothing seems to get solved.
170. Need more billboard ads on highway 79 to get traffic to Main Street. It could be a good town for tourist trade. Needs a lot of work on Main Street. Like the old hotel also could use a good place to eat.
171. We really enjoy the Florence area and we are planning on living here full time soon. Every town in the US has problems now especially with the economy and hopefully everything will change for the better. Thank you for your service and concern.
172. We purchased a park model in Caliente this winter so we will be back. We find the Florence area changing thanks.
173. The bridge work completed this winter was needlessly long. Many times workers standing around very poor ethics. 4 month to do a 1 month job. As a former construction worker it was painful to watch.
174. Poor customer service in the water department office you have until this last day of month to pay bill (utility – town of Florence services) if you drop your bill off 1 day prior to the end of this month your check is not processed for 2 days – utility bill shows you are in this (overdue) if

- payment is received in office before the due date it should be posted to your account on that day. Like APS and southwest do.
175. Would be nice if Florence had a grocery store along with pharmacy in the town core area instead of having to drive to Anthem or Coolidge.
176. Florence is a nice place to live. I think city ordinance should be followed. People don't take pride in their yards. Can you imagine what people from out of town think when they come here to a funeral and take the ride to the cemetery. That is a terrible site to see all the garbage.
177. You should take care of Main Street it is ugly and sad sight.
178. Water is foul and yet we pay all year round for undrinkable water.
179. Florence is a great town!
180. We need a grocery store in town only problem with Florence you have to drive for everything. Safeway is the highest price grocery store and it is 8 miles away. We love the small town. The traffic is good this complaint I hear over and over from everyone.
181. We would certainly support a movie theater.
182. We need a rec. center for the younger people for entertainment & recreational use.
183. We live by a government building & they put in a cooling/heating unit & it just screams when it runs. We get no help from anyone for it only affects about 12 homes plus its elevated our property. Cant even sit out on our patio & talk its to loud - #21 if you'll get a nice big grocery store in town id be spending lot more in Florence – have very good restaurants in Florence.
184. Keep what opens pace we have open & keep what Greenland green & keep the desert, desert and keep the western lifestyle live. We need are one hospital here in Florence A.S.P.
185. Enter IGA with county to utilize old courthouse.
186. It is frustrating to have downtown /old Florence, esp. shop keepers, refer to Anthem as not being in the town of Florence I no longer shop because of this non professional degrading attitude toward Anthem. I am about to stop eating at A&M because they deliver to Florence but not to Anthem. A suitable designation N/s, old downtown – something. Needs be to encourage rather than Anthem & "Florence".

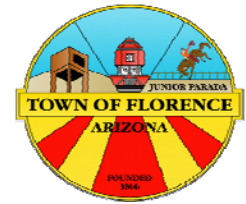
187. Although we have a store in Florence (Anthem) I still believe we should have our own grocery store in Florence. Just not the one we have (Florence) – too high of priced in many items – we need a major grocery store such as Frys – why should we have to travel to CG or Johnson ranch to get good deals.
188. Enjoy my stays in Florence Gardens very much with no regret or cost which was severe.
189. Safe activities needed for 18 yr & younger. Shopping mall for the better stores is needed it badly and restaurants too.
190. As utility provider (water) Johnson Utilities leaves much to be deserved. I lived in mesa for – 12 years and never had the water shut off unexpectedly. It is a fairly regular happening now with Johnson Utilities often at night/weekend when nobody available to answer why it's happening. I try to shop Florence to support the community but there is really no place to shop. Florence must attract new business (retail) to develop a better tax base. Also there are no jobs outside the prison system to be had. Florence must attract allocate job creative/industries to create a more stable job base.
191. Florence needs to take care of old Florence the town should make certain all buildings houses yards should be clean and look good. Trash like old appliances, mattresses, furniture and other kinds of trash should not be stored in backyards on front yards, they should be in taken to the dumps. Beautification is a must for Main Street, the public officials should not forget old Florence, it looks like the town is hooked on Anthem.
192. It would be better to shop in Florence if we had a Lowes or Home Depot with competitive pricing and more shopping.
193. Florence needs to open another town library. Open pool on Sundays again open library on Sunday – 4 hours again.
194. Need big grocery store in Florence.
195. Property taxes are a lot higher than neighboring communities. I've been told that Florence holds out an additional property tax that is paid to Pulte. I'm not same this is legal and I'm going to check it out.
196. I would like a good grocery store. Anthem is not a Florence store. I feel that Laura doesn't spend enough time at the senior center. She is called away too often.

197. Town spends far too much money on police officers & police cars. Two on every block all day long.
198. Get a super market in the area closer than 10 miles away.
199. Town of Florence could be a very nice place with some shops and little design work. Tourists would spend more time if more business was in town.
200. Please start a recycling program.
201. We need a good restaurant in Florence. Three Mexican restaurants & fast food doesn't help need something like Denny's or Village Inn or Golden Corral. Seems to me the senior population would support one of these also good food for lower income workers. Overall Florence is a wonderful place to have a 2<sup>nd</sup> home that is kept safe when we are not here. Although petty theft is a problem while we are here.
202. I strongly believe restoration of the main street buildings is important to attract tourism and maintain the historic charm.
203. We are thinking of selling our home and moving to Johnson ranch or copper basin because property taxes here in Anthem are twice as much! A lot of our neighbors are moving because of this. We know the town of Florence passed a bond but its turned out to be ridiculous the property taxes are half as much just seven miles down the road.
204. I have a couple primary concerns - - water pressure (and leak there of) – Florence heights and the amount of people (including Po/sheriffs) speeding on that road.
205. The town needs more practice facilities so the local little league have areas to practice. Since the new K-8 was built it took 3 practice fields. The fields near the bus barn are now being used for high school sports. There are no areas to practice. Please help.
206. Many town roads are in need of replacement and enhancement. As an Anthem resident, the linking roads (Attaway and Hunt Hwy) need to be widened and re surfaced.
207. Assessment taxes and other taxes placed on those that live in Anthem is sad. We moved from mesa to decrease our dept and we have increased our expenses significantly with higher APS, Johnson utilities, town assessments taxes property taxes. People well move out and not pay these high prices.

208. I have found the Florence police to be very rude and very much the worse police force I have ever met or dealt with I was the victim of a crime and they treated me as if I was the criminal. I am at the point considering on relocation from here in Florence.
209. It would be “quiet” if Florence had a grocery store within walking distance for people that don’t have wheels.
210. I commend Mr. Patel for cleaning up the area located south of Heritage Park. That area was filled with rubbish and was not safe as children were observed playing on the piles of broken concrete, street sweeper trash and blacktop. The area is looking much better. Residents living on the north side of w 6<sup>th</sup> st. no longer have trashy backyards. Now if local traffic could be stopped from traveling in that unpaved area and it were not used as an access point and cleanliness would be restored to these residences.
211. We appreciate your efforts to improve Florence, and to try to spend our tax dollars as wisely as possible to make a pleasing & safe place in which to retire.
212. We need better lighting markers on road and visibly painted lines on hunt hwy and Attaway Rd. It prevents older drivers from panicking.
213. Love this town and area.
214. I found Anthem Florence to be a big disappointment. I thought “downtown” Florence was getting a larger chain grocery store – not out in Anthem.

# Town of Florence

## 2010 Citizen Survey



1. How would you describe Florence as a place to live?

☐ Excellent ☐ Good ☐ Average ☐ Poor ☐ Very Poor

2. Do you feel safe and secure in your neighborhood?

☐ Very Safe ☐ Safe ☐ Average ☐ Unsafe ☐ Very Unsafe

3. Overall, do you feel you are getting adequate value for your Town tax dollar?

☐ Excellent ☐ Good ☐ Average ☐ Poor ☐ Very Poor ☐ Not Sure

4. Rate the following as they apply to living in Florence. (please circle your answer)

	Excellent	Good	Average	Poor	Very Poor	Don't Know
Small town feel	1	2	3	4	5	6
Friendly people	1	2	3	4	5	6
Beautiful scenery	1	2	3	4	5	6
Amount of crime	1	2	3	4	5	6
Parks	1	2	3	4	5	6
Climate	1	2	3	4	5	6
Job opportunities	1	2	3	4	5	6
Quiet	1	2	3	4	5	6
Historical character	1	2	3	4	5	6
Shopping opportunities	1	2	3	4	5	6
Growing community	1	2	3	4	5	6

5. To what extent, if any, do you see the following as a problem in Florence? (Please circle)

	Not a Problem	Minor Problem	Average	Moderate Problem	Major Problem	Don't Know
Crime	1	2	3	4	5	6
Drugs	1	2	3	4	5	6
Too much growth	1	2	3	4	5	6
Lack of growth	1	2	3	4	5	6
Unkept buildings	1	2	3	4	5	6
Taxes	1	2	3	4	5	6
Traffic congestion	1	2	3	4	5	6
Unsupervised youth	1	2	3	4	5	6
Homelessness	1	2	3	4	5	6
Weeds	1	2	3	4	5	6

6. Do you live within the Town limits of the Town of Florence?

☐ Yes ☐ No ☐ Not Sure

7. Does the Town provide adequate information to its residents?

☐ Yes, information IS adequate ☐ No, information is NOT adequate

8. **Town Services:** The following are services provided by the Town. Please rate your satisfaction with each of the services listed. The scale is from 1 to 5 (1 being the best and 5 being the worst). **If you have no experience with the service in the past 12 months or have no opinion, select NE (no experience).** Please circle your answer.

**Fire Services**

	Excellent			Very Poor		
Firefighter attitude and behavior	1	2	3	4	5	NE
Emergency response time	1	2	3	4	5	NE
Non-emergency response time	1	2	3	4	5	NE
Use of education to prevent fires	1	2	3	4	5	NE
Professionalism of the Fire Department	1	2	3	4	5	NE

**Park and Recreation Services**

	Excellent			Very Poor		
Fitness center	1	2	3	4	5	NE
Quality of recreational programs	1	2	3	4	5	NE
Variety of recreational programs	1	2	3	4	5	NE
Recreational facilities (example: parks, baseball field)	1	2	3	4	5	NE
Parks maintenance	1	2	3	4	5	NE
Maintenance of downtown Florence	1	2	3	4	5	NE

**Police and Court Services**

	Excellent			Very Poor		
Officer attitude and behavior	1	2	3	4	5	NE
Emergency response time	1	2	3	4	5	NE
Non-emergency response time	1	2	3	4	5	NE
Professionalism of the Police Department	1	2	3	4	5	NE
Service provided by dispatch	1	2	3	4	5	NE
Service provided by records request staff	1	2	3	4	5	NE
Professionalism of Courts personnel	1	2	3	4	5	NE
Professionalism of Town Attorney/Prosecutor	1	2	3	4	5	NE

**Street, Water and Sanitation Services**

	Excellent			Very Poor		
Garbage pickup	1	2	3	4	5	NE
Street repair and maintenance	1	2	3	4	5	NE
Water taste	1	2	3	4	5	NE
Storm water drainage	1	2	3	4	5	NE
Water pressure	1	2	3	4	5	NE

**Senior Center Services**

	Excellent			Very Poor		
Hours of operation	1	2	3	4	5	NE
Professionalism of senior center employees	1	2	3	4	5	NE
Quality of programming	1	2	3	4	5	NE

**Library Services**

	Excellent			Very Poor		
Selection of books, periodicals and other materials	1	2	3	4	5	NE
Hours of operation	1	2	3	4	5	NE
Professionalism of library employees	1	2	3	4	5	NE
Quality of programming	1	2	3	4	5	NE
Functionality of library building	1	2	3	4	5	NE

**General Services and Communication**

	Excellent			Very Poor		
Professional manner of individuals answering Town phones	1	2	3	4	5	NE
Town Hall office hours	1	2	3	4	5	NE
Channel 11 (Town's government channel - available only on cable TV)	1	2	3	4	5	NE
Town website (www.florenceaz.gov)	1	2	3	4	5	NE

- 8b. Overall, rate the quality of services provided by the Town? 1 2 3 4 5 NE
- 8c. Overall, rate the quality of services provided by the County? 1 2 3 4 5 NE
- 8d. Overall, rate the quality of services provided by the State? 1 2 3 4 5 NE
- 8e. Overall, rate the quality of services provided by the Federal Government? 1 2 3 4 5 NE



9. In the last 6 months, have you had any contact with a Town of Florence employee?

☐ Yes ☐ No ☐ Don't Know

9b. If yes, what was your impression of the LAST Town employee you were in contact with?

	Excellent	Good	Average	Poor	Very Poor	Don't Know
Responsive	1	2	3	4	5	6
Knowledgeable	1	2	3	4	5	6
Courteous	1	2	3	4	5	6
Overall	1	2	3	4	5	6

10. How often do you visit the Florence Safeway located in the Anthem Area?

☐ Few Times a Week ☐ Once a Week ☐ Once a Month ☐ Rarely ☐ Never

11. Do you use Facebook or Twitter Internet sites regularly (at least twice a month)?

☐ Facebook ☐ Twitter ☐ Both ☐ Neither

12. Who provides your water and wastewater services?

☐ Town of Florence ☐ Johnson Utilities ☐ Not Sure

13. How would you rate the actions of the Town Council in 2009?

☐ Excellent ☐ Good ☐ Average ☐ Poor ☐ Very Poor ☐ Not Sure

14. Should the Town partner with the City of Coolidge and bring a public Bus Service (Cotton Express) to Florence?

☐ Yes ☐ No ☐ Not Sure

15. Would you use a public Bus Service if it was provided by the Town of Florence?

☐ Yes ☐ No ☐ Not Sure

16. Should the Town start a Recycling Program?

☐ Yes ☐ No ☐ Not Sure

17. Should the Town re-design the Town Seal or leave it alone? (see Town Seal on top of page 1)

☐ Change it ☐ Leave it alone ☐ Not Sure

18. Should the Town annex more areas to increase the size of the Town's boundary?

☐ Aggressively Annex ☐ Moderately Annex ☐ No More Annexations ☐ Not Sure

19. Should the Town support the incorporation efforts of San Tan Valley?

☐ Yes ☐ No ☐ Not Sure

20. Should the Town spend tax payer dollars to buy and renovate property on Main Street to attract businesses in the downtown?

☐ Yes ☐ No ☐ Not Sure

21. What percentage of your shopping dollars is spent in the following Arizona communities? (Please verify your answers total 100%)

___ % in Florence	___ % in East Valley Cities (Mesa, Gilbert, Chandler, etc.)
___ % in Coolidge	___ % in Johnson Ranch, Queen Creek, Copper Basin Area
___ % in Casa Grande	___ % Other _____
___ % in Tucson Area	___ % Other _____

**22. How long have you lived in Florence?**

I have lived in Florence for \_\_\_\_\_ years.

**23. Where do you work?**

- |                                                    |                                       |
|----------------------------------------------------|---------------------------------------|
| <input type="checkbox"/> I work at home            | <input type="checkbox"/> Casa Grande  |
| <input type="checkbox"/> I am unemployed / retired | <input type="checkbox"/> Phoenix Area |
| <input type="checkbox"/> Florence                  | <input type="checkbox"/> Tucson Area  |
| <input type="checkbox"/> Coolidge                  | <input type="checkbox"/> Other _____  |

**24. Are you employed?**

- |                                    |                                        |                                                  |
|------------------------------------|----------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Full-time | <input type="checkbox"/> Self employed | <input type="checkbox"/> Disabled/Unable to work |
| <input type="checkbox"/> Part-time | <input type="checkbox"/> Retired       | <input type="checkbox"/> Unemployed              |

**25. What is your marital status?**

- |                                 |                                  |
|---------------------------------|----------------------------------|
| <input type="checkbox"/> Single | <input type="checkbox"/> Married |
|---------------------------------|----------------------------------|

**26. How many people reside in your household?**

- |                            |                            |                                    |
|----------------------------|----------------------------|------------------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 3 | <input type="checkbox"/> 5         |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 4 | <input type="checkbox"/> 6 or more |

**27. What is your gender?**

- |                               |                                 |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

**28. What is your age?**

I am \_\_\_\_\_ years old.

**29. What is the highest level of education you have completed?**

- |                                                  |                                                    |                                         |
|--------------------------------------------------|----------------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Some High School        | <input type="checkbox"/> Associate's Degree        | <input type="checkbox"/> Masters Degree |
| <input type="checkbox"/> High School             | <input type="checkbox"/> Other Professional Degree | <input type="checkbox"/> PhD            |
| <input type="checkbox"/> Some College, no degree | <input type="checkbox"/> Bachelor's Degree         | <input type="checkbox"/> Other          |

**30. Are you registered to vote in Arizona?**

- |                              |                             |                                     |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|

**31. Are you a permanent (all year) resident of Florence?**

- |                                                           |                                                                 |                                |
|-----------------------------------------------------------|-----------------------------------------------------------------|--------------------------------|
| <input type="checkbox"/> Yes, I live in Florence all year | <input type="checkbox"/> No, I live in Florence for ____ months | <input type="checkbox"/> Other |
|-----------------------------------------------------------|-----------------------------------------------------------------|--------------------------------|

**32. Where in Florence do you live?**

- |                                         |                                      |                                                |                                      |
|-----------------------------------------|--------------------------------------|------------------------------------------------|--------------------------------------|
| <input type="checkbox"/> Town Core Area | <input type="checkbox"/> Anthem Area | <input type="checkbox"/> Florence Gardens Area | <input type="checkbox"/> Other _____ |
|-----------------------------------------|--------------------------------------|------------------------------------------------|--------------------------------------|

**Please place any comments below. You can include comments on a separate sheet of paper.  
(any foul language or personal attacks will not be included in the final report)**

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***Thank you for taking the time to complete this survey!***

**Mail Completed Survey to:** Town of Florence; Citizen Survey; PO Box 2670; Florence, AZ 85132